

MAKE THE MILE

The Mason Mile project is a community led, market driven project. We are honoring our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play.

Update for City Council – October 2023

The Mason Mile project is a community led, market driven project. We are honoring our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play. The Mason Mile Project has a core team of volunteers that consists of David Charpentier, Annie Droege, Chris Heim and myself. Administrative staff includes Sherry Taylor and Sidney Hayes. The consulting team consists of Randall Gross from Randall Gross Development Economics, Jay Becker from BLDG Brands, and Keith Covington from Common Ground Urban Design and Planning.

As a reminder to the Council and community, the presentation that was given by the consulting team in August, as well as the public input from the community are all available at MaketheMile.com. We appreciate the patience of the community as the consultants do the very important work to compile all the findings and input them into the final strategic report that is currently being drafted. They have advised us that this part of the process can feel long as there aren't many opportunities for engagement of the public, so we want to thank you all again for your patience and understanding.

We have received part one of the report in line with the revised schedule, and we expect to receive the second part of the draft report by October 23. The report will have several components included, and we're excited to share the outline tonight so that Council and the public know what to expect.

Part one of the report will focus on the existing conditions and analysis work. The components of part one includes:

- Previous Planning Efforts & Community Objectives
- The Physical Context - Area, Land Use, Urban Design Infrastructure
- The Planning & Regulatory Context
- The Economic Context
- Mason Economic & Demographic Base & Trends
- A Site Analysis
- Building Use & Economic Activity
- The Marketing Context
- Market Potentials – that will include Findings from Office, Residential, and Retail Market Analysis

Part two of the report will include the strategic plan and recommendations for next steps to keep efforts moving forward. The components of part two of the report will include:

- Community Engagement Efforts
- Development & Revitalization Concepts
- Brand and Marketing Concepts
- Implementation Strategies for:
 - Marketing
 - Planning & Development

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- Regulatory Policies
- Development Phasing
- Master Planning (including Traffic, Parking, Infrastructure)
- Financing & Leveraging
- Management
- Organization & Roles

If anyone has any questions on the project, we encourage you to contact us directly. We can be reached at connect@madecdc.org or 513-336-0125.